LET'S LOOK AT ARGOFLEX

SEE THESE 7 IMPORTANT FEATURES

1 BUILT-IN MAGNIFYING GLASS—For easy, accurate focusing, even on the smallest detail—that's the secret of sharp negatives with *any* lens. (Magnifier instantly snaps out of the way for full view of the ground-glass.)

2 DIRECT VISION FINDER—For fast-moving objects, sports or press photography. Makes it easy to keep the subject centered in the picture while "panning" to stop motion.

3 IDENTICAL TWIN LENSES—To make sure you see image *exactly* as it appears on the negative, the ARGOFLEX is equipped with identical twin lenses, mechanically coupled for accurate focusing. They're fast, sharp Varex lenses of highest optical quality.

4 BUILT-IN DEPTH-OF-FOCUS SCALE—Clearly visible while focusing, this scale indicates the actual depth of sharpness at all apertures and distances. Helps you get those startling "third-dimension effects."

5 BUILT-IN-SUNSHADE—Always there when you want it. Adds brilliance and sharpness to your pictures under any lighting conditions. You can't lose it or forget it, and you don't need to remove it when using a carrying case.

6 SMOOTH VAREX SHUTTER—Full range of speeds from 1/10 to 1/200 plus Time and Bulb. Smooth, *automatic* operation—you don't have to cock it.

7 USES STANDARD ROLL FILM—Makes 12 2¼ x 2¼ album-size prints on *Standard* Eastman 120 or 620 (Agfa B2 or PB20) film. Economical finishing service available everywhere.

PRICE COMPLETE WITH CARRYING STRAP $35

Argus makes a complete line of cameras from $7.50 to $35. See below.

WELCOME TO THE N.P.D.A. CONVENTION

Argus dealers and camera fans are cordially invited to visit the Argus booth at the N.P.D.A. Convention in Chicago's Hotel Stevens, August 19th to 23rd.

MODEL C3 with synchronized flash . . $30.00

MODEL C2 without flash $25.00

F:4.5 Lens Shutter 1/25—1/200, T & B 35 mm. film

MODEL A2F $15.00

MODEL A2 $12.50 MODEL A $10.00

MODEL M f:6.3 lens 828 film Kodachrome or black and white . . . $7.50

MODEL E (ARGOFLEX) 12 exposures on 120 or 620 film f:4.5 twin lens reflex. $35.00

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